



Web Content Management System and One EPA Web

One EPA Web is a multi-year project to improve EPA's website to better meet the needs of our Web visitors. One EPA Web content is developed and managed in a Web Content Management System (Web CMS). EPA's new Web CMS standardizes the technical aspects of creating and publishing content to our public website. It allows content managers to focus on developing and editing content. Using a Web CMS automates many content creation processes that are inconsistent, incorrect or missing when done manually. All content is tagged with metadata (descriptive information about the content) to improve search results.

In Support of One EPA Web

The Web CMS is designed to support the objectives of One EPA Web. Through the One EPA Web project, we will:

- make information about environmental topics easier to find;
- transform content to address top audiences and their primary tasks when visiting www.epa.gov;
- manage our website with one set of priorities and guiding principles; and
- organize information into resource directories, microsites, and a searchable collection:
 - resource directory – a single navigation page that links to the most important related content on a topic wherever it resides, regardless of which organization manages the information
 - microsite – a comprehensive, consolidated site on a topic with self-contained navigation
 - searchable collection – unlinked content.

Features of the Web CMS

EPA's Drupal-based Web CMS is composed of modules contributed from the open source community and custom modules that were developed to meet specific EPA requirements. The system fully supports creating and maintaining resource directories and microsites with EPA standard styles. Features include:

- LAN ID/password login with role-based access for content authors, approvers, editors, and webmasters
- Requirement for metadata to be added for all content prior to publication
- Ability to dynamically create "related items" lists based on metadata
- Management of PDF files for linked content and the creation of a searchable collection
- Workflow to track content approval
- Defined content review cycles with automated email notifications to content owners
- Automated management of internal links and
- Responsive Web design that intelligently renders content formatted specifically for the size of the viewing device.

Highlighting Changes and Resources

The WebCMS provides an improved process for creating, publishing, and managing website content that differs from existing practices in several ways. There are new concepts for EPA's Web community to learn and understand:

- PDF files are attached to a document page that requires metadata
- URLs now include "www2.epa.gov" and have a new naming convention
- The basic unit of a site is called a web area and is not hierarchical like the existing directory file structures



- Content is assembled on demand and the Web CMS wraps it in the look and feel as it is delivered – content is no longer coded into a template
- Local styles are not allowed because they break the responsive design of the system that formats the content based on the reader's screen size, whether it is a mobile device, tablet or computer.

The new system does not require highly technical skills or HTML coding knowledge to use. There are numerous resources available to assist system users including:

- Online Web CMS training
- Frequent Questions
- Updated Web Guide and
- Weekly Office Hours with system experts available to answer specific questions and provide support.

For More Information

Drupal Web CMS training and information: <http://www2.epa.gov/webguide/get-started#drupal>

One EPA Web project information: <http://intranet.epa.gov/oneepa/web>

General website management resources: <http://www.epa.gov/webguide>

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